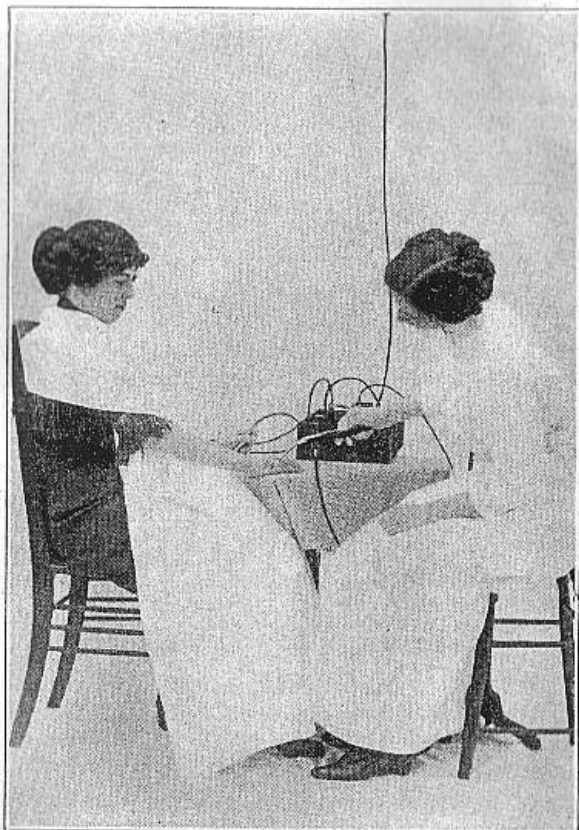




Application of the Fulguration Point Electrode for the Removal of Moles

Authorities recommend attaching a metal handle and cord to post "A" and connecting fulguration point to post "D" with a gap of one-eighth to one-fourth inch between "A" and "B," approaching patient carefully with circuit breaker open, revolving the point in a circle about one-eighth inch from mole and close circuit breaker, thus cauterizing the growth with the result that it withers up and is absorbed by the tissues, one or two treatments being usually sufficient. Most aseptic precautions should be taken washing off beforehand with an anti-septic solution and applying some healing ointment afterwards.

The Violet Ray

The Latest Development in
BEAUTY CULTURE



Treatment of Acne Vulgaris (Pimples) with the Violet Ray

Look for
the name **INTOSH** The trade mark
of Quality

Manufactured by

McIntosh Battery and Optical Co.

322 W. Washington St.

CHICAGO, ILLINOIS

How to Build Up Trade

BEAUTY specialists nowadays are coming to realize that the only way to build up new trade, as well as retain a hold on older patrons, is to give them something which they cannot get elsewhere. Any woman can buy herself a jar of any of the well advertised cremes now offered and massage her face at home.

Electricity a Great Aid

When it comes to electrical treatment, however, that is a different proposition, as it requires an experienced operator to make a satisfactory application; but the small electric massage batteries and massage vibrators are all about the same in operation so that the operator cannot assert her individuality in making the application, hence the patron feels that one operator gives about the same treatment as another and that there is no special reason for patronizing any particular shop, with the result that her patronage is not very constant.

Use Something Exclusive in Your Work

Shrewd beauty specialists are, therefore, realizing that the sure way to build up a select and profitable clientele is to install an electrical apparatus of a kind which is not found in every shop, and which will cause their patrons not only to come regularly for their own treatments, but to give them some much needed advertising by heralding abroad the fact that So and So's shop has the very latest

apparatus and gives a treatment which is out of the ordinary.

An Apparatus That is "Different"

The McIntosh Violet Ray Machine is a new departure in electrical apparatus for beauty specialists, as it differs greatly from any apparatus heretofore employed. Hundreds of operators have added to their income and are now on the highroad to success as a result of making use of this very beneficial form of electricity in their work.

A Simple Machine to Operate

This machine is one of the latest and most scientific developments in electrical treatment, while at the same time it is so simple of construction that any operator having previous experience with electrical massage batteries and understanding the general method of their usage can operate this machine by reading the printed directions.

How it is Constructed

This apparatus is arranged to be connected with any ordinary electric light socket furnishing direct or alternating current of 110 volts, and consists of a number of coils of wire which have the effect of changing the character of the electrical current, giving it the peculiar property of being able to spark through the air.

Makes a Beautiful Display in Use

WHEN the glass electrode connected with the machine is brought near the hand a number of tiny violet-colored sparks are given off, but when the electrode is pressed directly upon the part to be treated a beautiful violet glow takes place within the glass bulb, while little sensation other than that of heat is experienced.

A Most Beneficial Treatment, and Pleasant to Take

The application of this current is remarkably pleasant and patrons who have enjoyed one treatment are loud in its praise. The use of this current has a highly stimulating effect, as it increases the circulation of the blood, consequently improving the blood supply of the part under treatment. The current also has great germicidal properties, as it gives off ozone, which inhibits the growth of skin and scalp parasites. Many stubborn cases of acne, eczema and facial and scalp diseases of germ origin have responded in a most gratifying manner to this form of treatment.

Very Novel in Its Effects

When the machine is first seen in use it is apt to be a trifle disconcerting to the novice as she observes the weird blue sparks and hears the snap and crackle of the electrical discharge, but when one realizes how perfectly harmless the current is, confidence is at once established. One peculiarity of this form of current is that it is unnecessary to have two connections to the patient, as the

patient standing upon the floor or seated in a chair resting upon the floor forms the return circuit with the earth, so that it is unnecessary to make two connections to the patient, excepting in some special treatments.

An Effective Germ Eradicator

For facial and scalp work the glass electrode is attached to the machine and applied to the part to be treated, and for certain conditions due to germ origin this current is unexcelled.

Moles and Warts Quickly Banished

Moles and warts are also successfully removed, although superfluous hair cannot be removed with this machine. For the treatment of moles and warts the fulguration point electrode is attached to the machine and a tiny spark is drawn from the patient, encircling with this spark the growth to be eradicated, thus cauterizing the growth, so to speak, and cutting off its blood supply, with the frequent result that moles or warts are removed in one or two sittings.

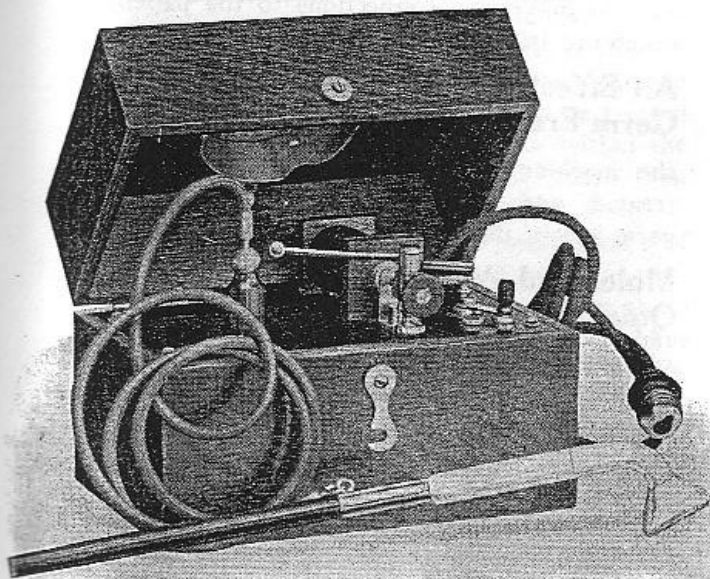
Rapid Results Obtained

The special advantage possessed by the Violet Ray Machine is the fact that one can accomplish more rapid results than with the current obtained from ordinary batteries or wall plates.

An Indispensable Apparatus

The operators who are using this machine are finding it to be the most valuable appliance employed in connection with their work and would not do without it.

McIntosh Violet Ray Machine



PRICE, complete, including facial and scalp electrode with handle, cataphoresis electrode, fulguration electrode with three points, metal handle and two conducting cords\$30.00

Produces Violet Rays

This apparatus, when connected with any electric light socket by means of the plug and cord furnished, produces a beautiful violet colored discharge between the secondary terminal and the grounded terminal, hence its name, the Violet Ray Machine.

McIntosh Violet Ray Machine

High-Class Construction IT is constructed of the very highest quality of materials according to the latest standards of electrical engineering, and is guaranteed for one year from date of sale; while with proper use it will give a much longer period of service. All metal parts are finely nickel-plated, and all insulation used is of the best. The apparatus is encased in a highly polished, quarter sawed, golden oak case measuring 9 x 6 x 7½ inches.

Superior to Other Makes The base upon which the parts are mounted is of a special insulating material which we have found to withstand this form of current much more effectively than the slate bases used by other makers, which have a tendency to short circuit the wiring—several such faulty machines having, to our knowledge, broken down in use. The purchaser of our machine is insured of securing an apparatus which will stand up to the hardest work and which is always ready to give results.

Electrodes



No. 54, Facial and Scalp Electrode only, without handle.....\$0.75

No. 54, Facial and Scalp Electrode attached to handle, complete.....\$1.50

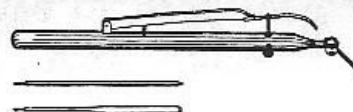


No. 81, Cataphoresis Electrode.....\$1.50

This electrode is used for the application of oils, having a little recess or cup which holds same. It can be fitted to the same handle as is illustrated above.

After the glass vacuum electrodes have been in use for several months the color of the light will change gradually until it is a greenish color, after which they should be discarded and new ones obtained. It is well to have a duplicate set of the glass electrodes on hand to avoid delays.

Electrodes



No. 154, Fulguration Electrode, complete with three points.....\$3.00

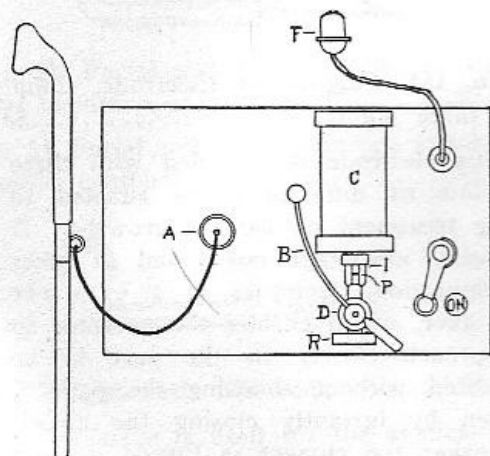
This electrode is provided with three points of different shape adapted to the treatment of various growths. A special advantage not found in other fulguration electrodes is a circuit breaker, which enables the operator to approach closely to the part to be treated without shocking the patient; then by instantly closing the circuit breaker the current is turned on and the spark is applied so quickly that the patient hardly feels it. Other fulguration electrodes not having this device are rather unpleasant of application.



No. 40, Metal Handle, each.....\$0.15

This handle is only used in connection with the fulguration electrode and with all other treatments it is unnecessary.

Directions for Use of McIntosh Violet Ray Machine



A, Secondary Terminal. B, Indifferent or Grounded Terminal. C, Interrupter Coil. D, Spark Gap Post. F, Attachment Plug. I, Vibrator Spring. P, Spark Gap. R, Vibrator Screw.

How to Connect in Circuit This coil operates on either 110 volt direct or alternating current, and should be used on a wooden table. Screw the attachment plug "F" into any lamp socket and turn on the small switch at the right of coil. The Vibrator "I" should make a humming sound. The number of vibrations is regulated by the screw "R."

Directions for Use of McIntosh Violet Ray Machine

Adjustment of Vibrator

THE Vibrator Spring should not touch the head of Interrupter Coil but should be separated by a space of about a sixteenth of an inch. The Vibrator Screw should just delicately touch the Vibrator Spring.

How to Apply

Post "A," the Secondary Terminal, is ordinarily referred to by some writers as the Positive Pole. For facial and scalp treatment the applicator is attached to post "A." Before applying the electrode to patient the Indifferent Terminal "B" should be turned so as to touch "A," after which electrode should be placed on patient and the Indifferent Terminal "B" should be opened gradually until the desired strength of current is obtained.

Use of Fulguration Electrode

When using the fulguration electrode, however, the metal handle and cord are attached to post "A," while the fulguration electrode is attached to the socket in post "D," which is referred to by some writers as the Negative Pole.

Acne Vulgaris (Pimples)

WELL known authorities recommend for this application applying the facial and scalp electrode attached to post "A," (as shown in the illustration on cover) holding it in light contact with the skin, moving it about gently, with a gap of about one-half to three-fourths of an inch between "A" and "B." The tube is not allowed to remain stationary over any point. Treatments are given three to six times a week for periods of seven to twelve minutes.

Alopecia (Loss of Hair)

Excellent results are being had in the treatment of many cases of baldness with this form of electricity, the application being made with the scalp electrode in somewhat the same manner as in the cut shown on page thirteen. A spark gap of from one-fourth to three-fourths of an inch is employed between "A" and "B," while the electrode may be held in light contact with the scalp or removed slightly, causing a short, intense spark, which is highly stimulating. Care should be exercised not to give too severe a treatment and not to prolong the treatment too greatly. Before making the application the scalp should be cleansed thoroughly, avoiding the use of alcohol or any tonic containing alcohol, as the sparks would have a tendency to ignite such substances.

Chloasma See moles, moth patches, etc.

Falling Hair This form of treatment is very effective for falling hair, the application being made in the same manner as for other scalp affections. Treatments with an electric vibrator prove very effective given alternately with this form of application.



Treatment of Eczema of the Scalp with the Violet Ray Machine

For this treatment authorities recommend that the scalp electrode be attached to post "A" and after the scalp has been thoroughly cleansed, using no tonic or other liquid containing alcohol, the electrode should be applied and moved about gently for about five minutes. The spark gap should be adjusted so that there is a distance of about one-fourth to three-fourths of an inch between "A" and "B," and the electrode may be held in light contact with the scalp or applied through a thin layer of gauze. The success of the treatment depends upon the regularity of attendance of the patient and the frequency of the application, one treatment each day being more efficacious than only one or two a week.